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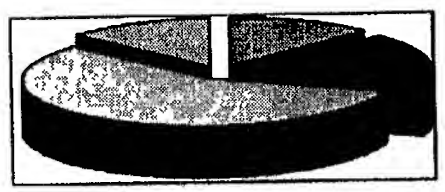
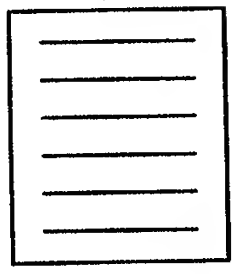
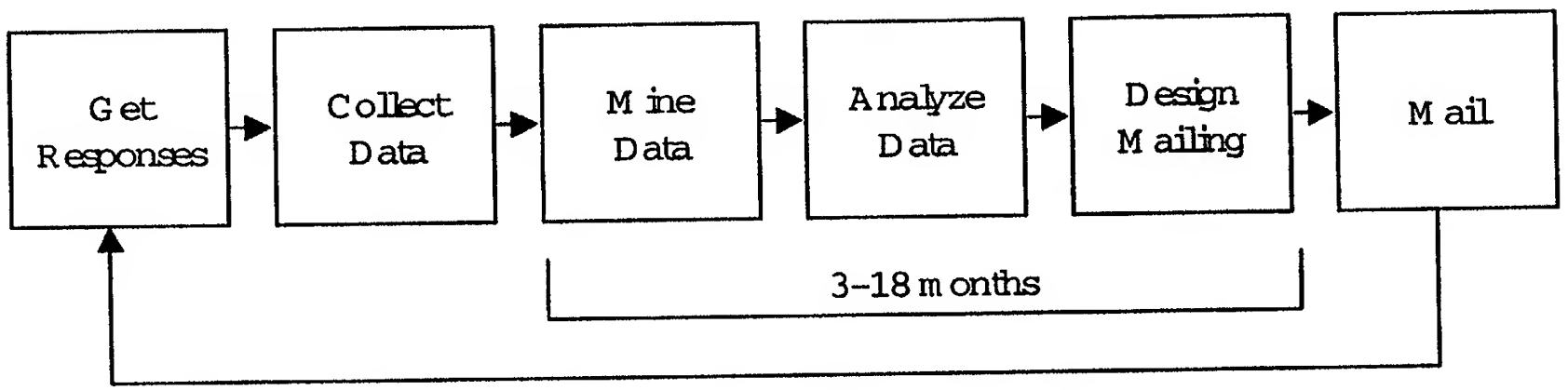
Data Mining	Data Visualization	Data Inference
Make statistical summaries from raw data	Turn statistical summaries and raw data into pictures	Turn raw data and statistical summaries in to action-ready information
"72% of women age 30-35 buy new cars, and their incomes are between $50k and $100k."		List  "Mail promotion to these people. Expect a 28% yield: $50 avg. vs. 11% yield: $45 avg, industry standard."

Figure 1

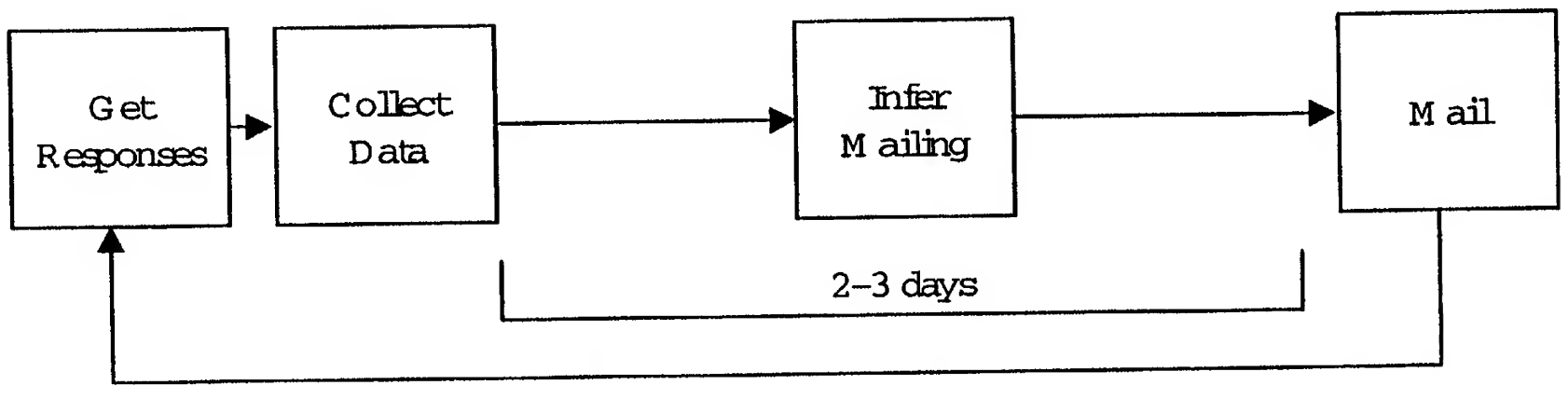
Prior Art



8% yield

Publisher	Bank
$100M	$1B

The Present Invention



12% yield

Publisher	Bank
$10M	$100M

Figure 2

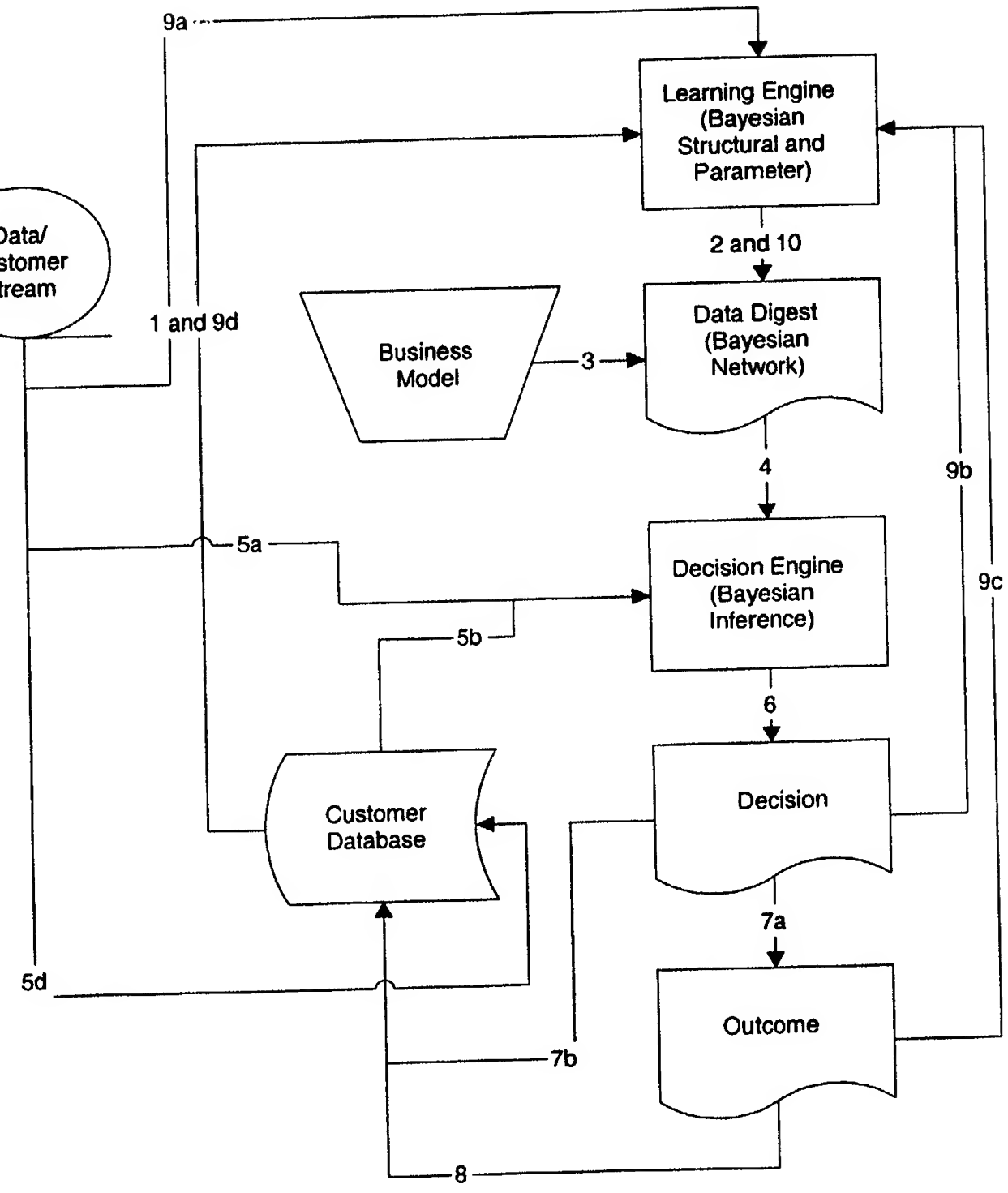

9a
Learning Engine (Bayesian Structural and Parameter)
Data/ Customer Stream
2 and 10
1 and 9d
Business Model
3
Data Digest (Bayesian Network)
4
9b
5a
Decision Engine (Bayesian Inference)
9c
5b
6
Customer Database
Decision
7a
5d
Outcome
7b
8

Figure 3